

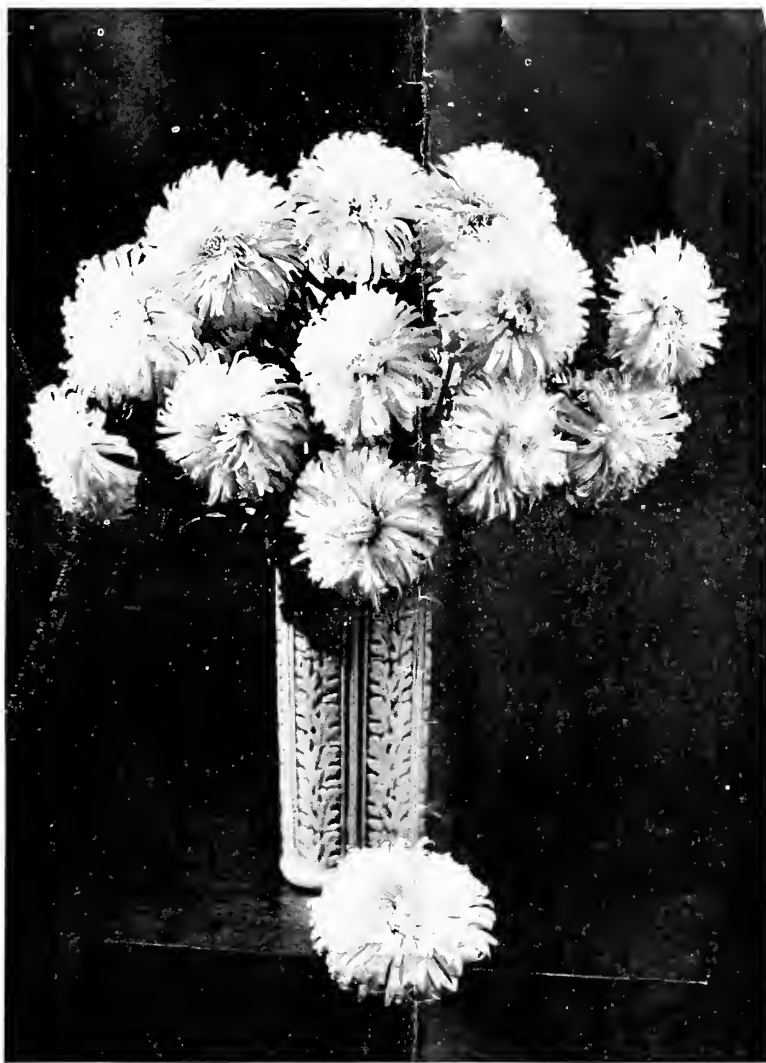
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"Master Asters" *'way out WEST*"

Reg. U. S. Patent Office

*The
Oregon
Giant
is without
doubt the
finest of
the
Comet
Strain of
Asters
yet
produced.*



*Plant
"Master
Asters"
annually
if you
want to
win and
hold the
confidence
of your
Customers
for this
Summer
Flower.*

OREGON GIANT COMET

HERBERT & FLEISHAUER, *Aster Specialists*
McMINNVILLE, OREGON



Oregon Giant Comet

Oregon Giant Comet is undoubtedly the finest of the Comet strain of Asters yet produced, judging from the commercial point of view. The immense fluffy flowers are most beautifully formed, averaging five to six inches in diameter and very full to the center. The form of the flower, together with the length of stem, places it at the head of Asters for cutting. The flowers when cut keep longer in good condition than many Asters of this type. In bloom from mid-August through September. Colors white, shell pink, light blue and purple. Ounce \$3.00, $\frac{1}{2}$ oz. \$1.55, $\frac{1}{4}$ oz. 80c, $\frac{1}{8}$ oz. 45c.

NEW INTRODUCTIONS

Black Knight—Is a very dark purple Aster. A delicate sheen of red prevents the flower from being a dead black, but shows only on close inspection. It harmonizes nicely with flowers of almost any color and its striking attractiveness wins instant admiration. Black Knight, with its vigorous plants and long stems, belongs to the early branching class. Sold in trade packets only at 50c each.

Black Prince—The darkest Aster of the Victoria type in cultivation. A rich violet black, strikingly attractive either in the garden or for cutting. Sold in trade packets only at 50c each.

Prince of Wales—A rich, dark royal purple of the King type. Growers who are using the King Asters will find this a welcome addition to their list. Ounce \$5.00, $\frac{1}{2}$ oz. \$2.50, $\frac{1}{4}$ oz. \$1.30, $\frac{1}{8}$ oz. 70c.

TERMS OF SALE

Credit

Credit is cheerfully extended to those of approved standing or a discount of three per cent may be deducted where cash accompanies orders amounting to \$5.00 or over.

Our Guarantee

We grow all the seed offered in this circular and deliver fresh stock. We can not, however, give any warranty as to results and will not be responsible beyond that of replacing the seed or refunding the price paid at the time of purchase, but we do rely upon the intelligence of the growers in realizing that no human power can control the life of a seed or the results therefrom which depend on conditions of climate, soil and cultivation.

Special Offer

For the benefit of Florists who want only a small quantity for trial purposes, we offer assortments of 25c trade packets, five for \$1.00, ten for \$1.75, fifteen for \$2.50; 50c trade packets may be included if counted as two packets.

CULTURAL DIRECTIONS

Aster wilt is usually caused by excessive moisture for too long a time. This infection may take place in the seed bed and not be noticed until the plants are well developed in the field, where they may suddenly wilt and die.

Aster yellows, characterized by a pale, yellowish green foliage and a spindling growth, is usually caused by irregularity in the supply of plant food and moisture and is not communicated from one plant to another. The trouble is best treated by putting the soil in proper condition before planting time and conserving the moisture by frequent cultivation.

Use plenty of lime. The Aster is impatient of any acid condition of the soil. Probably this is the point overlooked by many growers who have failures with asters.

Early Aster seed should be sown under glass in February and March. A carnation temperature suits them nicely, and it is best to sow two or three times as much seed as needed, to guard against accidents and damping off. The soil used should be a well rotted mixture of about three parts of good garden loam to one of well rotted manure, with a liberal sprinkling of sand and lime well mixed in. After placing the soil in flats, give it a light dusting of acid phosphate, which should be mixed thoroughly in the soil.

Firm the soil with a board to within about one inch of the top of the flat; then water thoroughly, allowing the flat to stand over night before planting seed. In case your soil is infested with fungus, use nitrate of soda by attaching your fertilizer bulb to the hose, filled with this stimulant, before beginning to water the flats.

The use of acid phosphate in the soil will aid the little seedlings greatly in forming a strong, fibrous root system. The grower must use care, however, in its application, as acid or superphosphates does much harm if its distribution is overdone.

Broadcast your seed thinly in the flats, covering it with sharp sand, of which only enough should be used to put the seed well out of sight. The seed should germinate in about ten days or two weeks. Much of the Aster seed fails to raise its tiny leaves to the light, even though its germination is perfect, simply because of too deep covering.

The young seedlings should not be watered until it is absolutely necessary, and then by setting the flats in a shallow pan of water. The foliage should not remain wet over night, as this is one of the chief causes of damping off.

Transplanting

As soon as the plants have made two rough leaves they should be transplanted into flats of fresh soil prepared the same as for the seed, with the exception that the flats should be full. Care should be taken not to break the tap root. Transplant the plants about two inches apart in the row and make the rows two and one-half inches apart. Run the plants a little on the dry side before transplanting, as that causes them to take hold of the moist soil better.

Sown, In Open

In March, April and May the seed may be sown in the open. Select a piece of ground on which the water will not stand and which is protected from cold winds.

Broadcast the seed thinly in rows one foot apart. This permits hoeing as soon as the weeds start. Cover the seed with sharp sand a little more heavily than when it is sown under glass; then the heavy spring showers are not so likely to uncover it.

The soil in which the Asters are to be grown should have been enriched the previous year. At least three or four inches of manure should have been plowed under in the fall. If one is in a locality where it is possible to plant a winter cover crop of vetch or rye, or any other cover crop, it should be planted. As soon as possible the ground should be plowed and lime put on and harrowed in. If it is always kept in mind that the aster thrives in alkaline soil, and not acid, the grower will be able to work out his own problems and Aster diseases will take care of themselves.

Before planting dust the ground with superphosphate and work it into the soil. This makes a better root system and helps in the formation of seed.

In setting the plants in the field care should be used in digging them so that none of the root system is destroyed. If the weather is dry water must be used in the holes and the plants firmly set, but no deeper than they were when transplanted. A dry mulch of soil should be drawn around the plant to keep the moisture in.

Watering

The best method is to use the overhead watering system and sprinkle the ground the day before planting. Transplanting goes fast in that kind of ground. As soon as the ground dries off enough cultivate it so that a dust mulch is formed. Once a week give the Asters a good shower of two hours' or more duration and then cultivate when the soil is dry enough.



Pacific Beauty

Pacific Beauty—A beautiful light blue of the Comet class, the best of this shade to date. With good cultivation and disbudding produces long stemmed, very full petaled flowers 5 to 6 inches in diameter. Ideal for basket and spray work. Midseason to late. Ounce \$3.00, $\frac{1}{2}$ oz. \$1.55, $\frac{1}{4}$ oz. 80c, $\frac{1}{8}$ oz. 45c, trade packet 25c.

Imperial Lavender—A delicate shade of pale lavender. Also

Imperial Daybreak—An exquisite shade of shell pink. Ounce \$2.50, $\frac{1}{2}$ oz. \$1.30, $\frac{1}{4}$ oz. 70c, $\frac{1}{8}$ oz. 40c, trade pkt. 25c.

Commercial Purity—A commercial strain of this well-known aster which is not as double as our Improved Purity, but is equal to any strain sold in the open market. Ounce \$1.50, $\frac{1}{2}$ oz. 80c, $\frac{1}{4}$ oz. 45c, trade packet 25c.

Queen of the Market—The leading early Aster, of good, strong growth and bearing large flowers on long, strong stems; begins blooming in July. Used quite extensively for growing under glass. Colors white, shell pink, purple and lavender. Ounce \$1.00, $\frac{1}{2}$ oz. 50, $\frac{1}{4}$ oz. 30c, trade packet 25c.

The Royal—Among the best Asters of recent introduction and is without doubt one of the best general purpose early Asters. Sown early inside and planted out with Queen of the Market, will follow that variety closely. Colors white, shell pink, rose pink, lavender, purple. Ounce \$2.50, $\frac{1}{2}$ oz. \$1.25, $\frac{1}{4}$ oz. 70c, $\frac{1}{8}$ oz. 40c.

Lavender Gem—The very best early lavender. Ounce \$3.00, $\frac{1}{2}$ oz. \$1.55, $\frac{1}{4}$ oz. 80c, $\frac{1}{8}$ oz. 45c.

Triumph Comet—A magnificent new class of midseason Aster, in white and shell pink.

Oz. \$2.50, $\frac{1}{2}$ oz. \$1.30, $\frac{1}{4}$ oz. 75c, $\frac{1}{8}$ oz. 40c

German Comet—A well-known Comet type, in white, rosy lilac, azure blue. Ounce \$2.00, $\frac{1}{2}$ oz. \$1.05, $\frac{1}{4}$ oz. 55c, $\frac{1}{8}$ oz. 30c.

White Fleece—Perfect flowers of glistening white. Ounce \$2, $\frac{1}{2}$ oz. \$1.05, $\frac{1}{4}$ oz. 55c, $\frac{1}{8}$ oz. 30c.

Improved Rochester—In size and beauty the Rochester is second to none. Colors white, shell pink and a most exquisite shade of lavender pink. Also lavender and purple. Ounce \$3.00, $\frac{1}{2}$ oz. \$1.50, $\frac{1}{4}$ oz. 80c, $\frac{1}{8}$ oz. 45c.

Heart of Rochester—Improved rich red. Sold in trade packets only at 50c each.

Ball's White Aster—A splendid Giant Aster of the early branching type, growing to a medium height with full-centered blossoms; ideally formed for long distance shipping. Ounce \$3.00, $\frac{1}{2}$ oz. \$1.55, $\frac{1}{4}$ oz. 80c, $\frac{1}{8}$ oz. 45c.

California Giant—The California Giant is without doubt the latest flowering Aster in its class. Giant Peach Blossom, Giant Light Blue, Giant Rose Pink, Giant Purple. Ounce \$5.00, $\frac{1}{2}$ oz. \$2.50, $\frac{1}{4}$ oz. \$1.30, $\frac{1}{8}$ oz. 70c, trade packet 50c.

Paeony White, Paeony Peach Blossom and Paeony Light Blue in trade packets only at 50c each.

Superb Late Branching—A careful selection of this well-known stock. Comes into bloom late and lasts until frost. Colors white, shell pink, rose pink, lavender, azure blue and purple. Ounce \$1.00, $\frac{1}{2}$ oz. 50c, $\frac{1}{4}$ oz. 30c.

Invincible Asters—Invincible Asters are of a branching habit. When well grown the Invincible Asters average $3\frac{1}{2}$ to 4 inches in diameter. Colors white, pearl pink, deep pink, crimson, lavender and violet. Ounce \$2.00, $\frac{1}{2}$ oz. \$1.05, $\frac{1}{4}$ oz. 55c, $\frac{1}{8}$ oz. 30c.

Giant Crimson—A dark velvety crimson which attracts much attention. Ounce \$1.50, $\frac{1}{2}$ oz. 80c, $\frac{1}{4}$ oz. 45c, $\frac{1}{8}$ oz. 25c.



Matchless Late Branching

New Red Aster "Sensation"—This is the reddest of all red Asters. The intense color shows up well when cut and makes a very brilliant bit of color in a bed or border. Ounce \$2.50, $\frac{1}{2}$ oz. \$1.30, $\frac{1}{4}$ oz. 70c, $\frac{1}{8}$ oz. 40c.

Beauty Asters—Large double flowers, borne on long, stiff stems, similar in form to the Superb



California Giant

Late Branching. Colors: *White*, *American Beauty*, rich cherry-rose, similar in color to *American Beauty* rose; *September Beauty*, delicate shell pink; *Lavender Beauty*, soft lavender; *Purple Beauty*, rich, deep purple. Ounce \$2.50, $\frac{1}{2}$ oz. \$1.30, $\frac{1}{4}$ oz. 70c, $\frac{1}{8}$ oz. 40c.

"*Peerless Pink*" Aster—Bears freely almost globular flowers, rarely under 4 inches across. The color is rich shell-pink, making a most artistic and finely finished flower, and stands cut longer than any other. Ounce \$2.50, $\frac{1}{2}$ oz. \$1.30, $\frac{1}{4}$ oz. 70c, $\frac{1}{8}$ oz. 40c.

Heart of France—An excellent red Aster, which opens red at the beginning, the color deepening with age, retaining its remarkable beauty to the end. The flowers are large and full with no trace of open centers, and are borne on good, long stems. The plants are of a branching habit. A very select strain. Ounce \$5.00, $\frac{1}{2}$ oz. \$2.50, $\frac{1}{4}$ oz. \$1.30, $\frac{1}{8}$ oz. 70c, trade packet 50c.

King Asters—In habit are similar to the Late Branching. Robust plants with fine flowers on good stems and good keepers, blooming from August to October. In form the petals fold lengthwise so that they resemble quilled Asters. Colors white and crimson. Ounce \$3.00, $\frac{1}{2}$ oz. \$1.55, $\frac{1}{4}$ oz. 80c, $\frac{1}{8}$ oz. 45c.

Matchless Late Branching—An excellent strain of late branching Asters of American origin. The pretty curving of the petals make it a most artistic and finely finished flower. Colors white, shell pink, rose pink, lavender pink, light blue and purple. Oz. \$3, $\frac{1}{2}$ oz. \$1.55, $\frac{1}{4}$ oz. 80c, $\frac{1}{8}$ 45c.

Peerless Yellow—The most satisfactory yellow yet produced. Has large, full, ball-shaped flowers of a beautiful light yellow. The centers are so filled with twisted petals that this variety is a very shy seeder. The plants are of branching habit and very vigorous, with long, stiff stems. Sold in trade packets only at 50c each.